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# HEBERLING'S GLADIOLUS

BETTER BLOOMING BULBS

CORN BELT GROWN

INCORPORATED

J. H. Heberling

Easton, Illinois, U. S. A.

J. S. Heberling

## GLADIOLUS BULBS

MARCH 1, 1947



Permit us to say that we appreciate the business of our old customers and we make every effort to please both the old and new customer.

### Introducing **ALCAN** (WOODS)

ALCAN possesses rare beauty of size, form and pureness of color. A pure and sparkling white, well ruffled and florets attaining the size of six inches, with eighteen buds and six to seven open. A strong grower and heavy increaser. Alcan is a reliable cutter and the answer to the florists prayer for fancy basket work. It will be in great demand as an exhibition spike and for commercial purposes. We recommend Alcan.

PRICE: Any size bulb.....\$10.00 each  
No bulblets offered.

### Introducing **TWILIGHT DREAM** (HINSKEN)

A beautiful rose, tan and cream perfectly blended smoky variety. Tall straight spike never crooking with sixteen to twenty buds, opening six to eight well placed florets in the 400 class. Spikes are fifty inches tall or more, and very strong and straight. The bulbs are clean and healthy. A good producer of bulblets which germinate. A most distinctive variety and one that florists will use.

| Price | BULBS |         |         |         | BULBLETS |         |
|-------|-------|---------|---------|---------|----------|---------|
|       | Per   | Large   | Medium  | Small   | Per      |         |
|       | 1     | \$ 3.00 | \$ 2.50 | \$ 2.00 | 10       | \$ 2.50 |
|       | 10    | 25.00   | 20.00   | 16.00   | 100      | 20.00   |
|       |       |         |         |         | 1000     | 160.00  |

Same price next season

## Spring Closing-Out Sale

**BARGAIN PRICES! BARGAINS! BARGAINS! BARGAINS!**

To get your Bargain select from Prepaid Price List.

Bulbs to the value \$ 5.60 and send check or (M.O.) for \$ 5.00 in full payment.  
Bulbs to the value \$11.50 and send check or (M.O.) for \$10.00 in full payment.  
Bulbs to the value \$17.00 and send check or (M.O.) for \$15.00 in full payment.  
Bulbs to the value \$22.50 and send check or (M.O.) for \$20.00 in full payment.

### GLADIOLUS ... PREPAID PRICES

**OUR GUARANTEE.** We guarantee all bulbs purchased from us to be true to name, up to size and free of disease and insect pests. So certified by Chief Plant Inspector of the State of Illinois.

**EXTRAS.** Extras will be included in all orders in proportion to the size of the order.

**SHIPMENTS.** Your acknowledgement card will carry the approximate shipping date. We will make every effort to give satisfactory service. All shipments under this heading will be sent **PREPAID**.

**SIZE.** All bulbs listed below are blooming size. Five bulbs may be purchased at the 10 rate.

**BECAUSE SOME STOCKS ARE LOW, PLEASE MAKE SECOND AND THIRD CHOICE IF POSSIBLE.** Thank You. J.H.

| VARIETY   | Per | Large  | Medium |
|---|-----|--------|--------|
| BAGDAD (Palmer). A very tall smoky rose...                  | 3   | \$ .20 | \$ .12 |
|   | 10  | .60    | .35    |
| BANCROFT WINSOR (Winsor). A large out-standing orange ..... | 1   | .35    | .20    |
|   | 10  | 3.00   | 1.80   |
| BARCAROLE. Large ruffled orange. ....                       | 2   | .20    |        |
|   | 10  | .80    |        |
| BEACON (Palmer). Bright red, cream blotch ..                | 3   | .20    | .12    |
|   | 10  | .60    | .35    |
| BIG TOP (Rich). A very tall, clear light pink.              | 1   | .20    | .12    |
| Very large .....  | 10  | 1.60   | 1.00   |
| BLACK OPAL (Errey). A very dark rich red.                   | 2   | .20    | .12    |
|   | 10  | .80    | .50    |

| VARIETY  | Per | Large | Medium |
|--|-----|-------|--------|
| BRITISH COLUMBIA GIANT (Can.). A giant                               | 1   | .50   | .30    |
| light pink .....   | 10  | 4.00  | 2.40   |
| BUCKEYE BRONZE (Wilson). A very out-standing large rich bronze ..... | 1   | .25   | .15    |
|  | 10  | 1.80  | 1.20   |
| CAPE COD. Lilac pink, cream throat.....                              | 1   | .75   | .50    |
|  | 10  | 6.00  | 4.00   |
| CAPEHEART (Winsor). A tall light salmon                              | 3   | .25   | .15    |
| rose pink of much merit .....  | 10  | .75   | .45    |
| CASABLANCA (Maj.). A tall, creamy white.                             | 1   | .20   | .10    |
| Very good .....  | 10  | 1.60  | .75    |
| CHAS. DICKENS. A very good purple. Tall...                           | 3   | .20   | .12    |
|  | 10  | .60   | .35    |

(PREPAID PRICES CONTINUED ON OTHER SIDE.)





PREPAID PRICES - - - Continued

| VARIETY  | Per     | Large        | Medium      |
|--|---------|--------------|-------------|
| CHRISTABEL (Mitch). A very large light pink  | 3<br>10 | .20<br>.60   | .12<br>.35  |
| COMMANDER KOEHL (Pfützer). A giant dark red. Excellent   | 3<br>10 | .25<br>.80   | .15<br>.50  |
| CREVE COUER. Orange smoky.   | 3<br>10 | .25<br>.70   | .15<br>.45  |
| CRINKLED CREAM (Ellis). A giant spike of rich yellow   | 1<br>10 | .50<br>4.00  | .30<br>2.40 |
| DEBONAIR (Palmer). A very attractive pink. Late  | 3<br>10 | .20<br>.60   | .12<br>.35  |
| DR. F. E. BENNETT. A sparkling orange red..  | 3<br>10 | .20<br>.60   | .12<br>.35  |
| DREAM O' BEAUTY.. A good glad of rich American Beauty shade  | 3<br>10 | .20<br>.60   | .12<br>.35  |
| EDITH GRACE. White, purple throat.   | 2<br>10 | .25<br>.80   |             |
| ETHEL CAVE COLE (Cave). An unequaled light pink  | 3<br>10 | .25<br>.80   | .15<br>.50  |
| EXCLUSIVE (Krueger). A large deep ruffled creamy white with rose blotch                              | 1<br>10 | 1.00<br>8.00 | .75<br>6.00 |
| EXEMPLAR (Krueger). A tall intensely ruf- fled salmon pink   | 1<br>10 | .50<br>4.00  | .35<br>2.80 |
| FLORA FARMER (Quackenbush). A large high- ly ruffled rose with white throat                          | 3<br>10 | .25<br>.80   | .15<br>.50  |
| GOLDEN CUP (Palmer). A rich deep yellow. Plain petals  | 3<br>10 | .20<br>.60   | .12<br>.35  |
| GOLDEN STATE (Wheeler). A very large rich yellow.  | 1       | .75          | .50         |
| GRAND SLAM (Salbach). A rich ruffled or- ange  | 3<br>10 | .25<br>.75   | .15<br>.50  |
| HARMAU (Both). Large orange red with rose overtone. Very good  | 2<br>10 | .25<br>1.00  |             |
| HIGH FINANCE. Large ruffled smoky.   | 1<br>10 | .20<br>1.60  | .13<br>1.00 |
| HOPEDALE. Large flesh pink.  | 2<br>10 | .35<br>1.50  | .20<br>.90  |
| IRAK. A tall silver gray   | 3<br>10 | .25<br>.75   | .15<br>.45  |
| JEANIE (Pruitt). A tall rich pink with large flower head   | 2<br>10 | .25<br>1.00  |             |
| KING LEAR (Palmer). An intensely ruffled purple of merit   | 3<br>10 | .20<br>.60   | .12<br>.35  |
| KING WILLIAM (Schenetsky). A large out- standing soft pink with cream throat                         | 2<br>10 | .20<br>.80   | .12<br>.50  |
| LAVENDER QUEEN. Large lavender.  | 3<br>10 | .25<br>.70   | .15<br>.45  |
| LAVENDER PRINCE (LaSalle). A beautiful ruffled lavender of quality                                   | 1<br>10 | .50<br>4.00  | .35<br>2.80 |
| LEADING LADY (Johnston). A very large creamy white flower, highly ruffled, of great size and beauty. | 1<br>10 | .40<br>3.20  | .30<br>2.60 |

| VARIETY  | Per     | Large       | Medium      |
|--|---------|-------------|-------------|
| MAID OF ORLEANS (Pfützer). A very popular white  | 3<br>10 | .20<br>.60  | .12<br>.35  |
| MARGARET BEATON (Twomey). A large white with scarlet blotch  | 2<br>10 | .20<br>.75  |             |
| MARGARET FULTON. A very reliable salmon pink   | 3<br>10 | .20<br>.60  | .12<br>.35  |
| MARSIELLAISE (Scheer). A large heavy spike of crimson red  | 1<br>10 | .30<br>2.40 | .20<br>1.60 |
| MIXED EXHIBITION BULBS   | 10      | .70         | .40         |
| MOHAWK (Stevens). A very tall deep maroon  | 1<br>10 | .15<br>1.20 | .10<br>.80  |
| MOTHER KADEL (Kadel). A very clear, pure yellow. Good  | 2<br>10 | .25<br>1.00 | .15<br>.60  |
| OLIVE MARIE BROWN. A rich yellow lacin- iated prim. A winner in its class  | 3<br>10 | .20<br>.60  | .12<br>.35  |
| OREGON GOLD (Maj.). A very large light yellow. Excellent.  | 1<br>10 | .20<br>1.60 | .12<br>1.00 |
| ORIENTAL PEARL (Carlson-Puerner). A giant clear cream. Very tall with good placement and large florets. 20 to 24 buds. BULBETS, each 50c; 10 for \$4.00. | 1       | 5.00        | 4.00        |
| PICARDY (Palmer). Giant popular pink   | 3       | .25         | .15         |
| PINK RADIANCE (Quackenbush). A very out- standing large pink   | 2<br>10 | .25<br>1.00 | .15<br>.60  |
| PRESTIGE (Winsor). A very outstanding large ruffled light pink of much merit   | 2<br>10 | .25<br>1.00 | .20<br>.75  |
| RED LIGHTNING (Pruitt). A flaming red with white throat. A very long flower head. Good..   | 3<br>10 | .20<br>.60  | .12<br>.35  |
| RED PHIPPS A tall light red  | 3<br>10 | .20<br>.60  | .12<br>.35  |
| REWI FALLU. A giant deep red   | 3<br>10 | .25<br>.75  | .15<br>.50  |
| RIO RITA (Lins). A beautiful ruffled large orange glad   | 1<br>10 | .25<br>2.00 | .18<br>1.40 |
| ROMAN GOLD. A tall orange and gold vari- ety   | 3<br>10 | .20<br>.60  | .12<br>.35  |
| SANDRA (Palmer). A very light cream pink..   | 3<br>10 | .20<br>.60  | .12<br>.35  |
| SILENTIUM. A very straight and tall spike of white with throat feather   | 3<br>10 | .25<br>.75  | .15<br>.45  |
| SNOW PRINCESS. An outstanding white and good commercial  | 3<br>10 | .20<br>.60  | .12<br>.35  |
| STOPLIGHT. A large bright red  | 2<br>10 | .25<br>1.00 | .15<br>.60  |
| VULCAN (Stevens). A good purple with flor- ets larger than average   | 1<br>10 | .20<br>1.60 | .12<br>1.00 |
| WHITE GOLD (Scheer). A very large and very tall clear cream yellow, immense florets and strong grower. Excellent.  | 1<br>10 | .15<br>1.20 | .10<br>.80  |

Bargains • WHOLESALE PRICES • Bargains

(Bulbs F.O.B. Easton, Illinois)

Twenty-five or more bulbs of the same size and variety may be purchased at the 100 rate. 250 at the 1000 rate.

DISCOUNTS. 2% Discount on orders of \$40.00 or more, cash with order.

| VARIETY           | Per         | No. 1            | No. 2            | No. 3            |
|-------------------|-------------|------------------|------------------|------------------|
| BAGDAD            | 100<br>1000 | \$ 4.00<br>36.00 | \$ 3.40<br>30.00 | \$ 2.80<br>24.00 |
| BANCROFT WINSOR   | 100         | 24.00            |                  |                  |
| BEACON            | 100<br>1000 | 4.00<br>36.00    | 3.40<br>30.00    |                  |
| BIG TOP           | 100<br>1000 | 10.00<br>80.00   |                  |                  |
| BLACK OPAL        | 100         | 5.60             | 4.60             |                  |
| BUCKEYE BRONZE    | 100         | 14.00            |                  |                  |
| CAPE COD          | 100         | 50.00            | 40.00            | 32.00            |
| CAPEHEART         | 100         | 5.00             | 4.00             |                  |
| CASABLANCA        | 100         | 10.00            | 8.00             | 6.40             |
| CHAMOUNY          | 100         |                  | 10.00            | 8.00             |
| CHAS. DICKENS     | 100         | 4.00             | 3.20             | 2.60             |
| CHRISTABEL        | 100         | 4.00             | 3.20             | 2.60             |
| COMMANDER KOEHL   | 100         |                  | 5.00             | 4.00             |
| CREVE COUER       | 100         | 4.00             | 3.00             | 2.40             |
| DEBONAIR          | 100<br>1000 | 3.80<br>32.00    | 3.00<br>26.00    | 2.40             |
| DR. F. E. BENNETT | 100         | 4.40             | 3.40             | 3.00             |
| DREAM O' BEAUTY   | 100         | 4.40             | 3.40             |                  |
| ETHEL CAVE COLE   | 100         | 5.00             | 4.00             |                  |
| FLORA FARMER      | 100         | 5.60             | 3.60             |                  |
| GOLDEN CUP        | 100         | 4.00             | 3.20             | 2.60             |
| GRAND SLAM        | 100         | 5.00             | 4.00             |                  |
| HIGH FINANCE      | 100         |                  | 9.00             | 7.00             |
| HOPEDALE          | 100         | 12.00            | 10.00            | 8.00             |

| VARIETY                | Per         | No. 1         | No. 2         | No. 3         |
|------------------------|-------------|---------------|---------------|---------------|
| IRAK                   | 100         | 4.40          |               |               |
| KING LEAR              | 100         | 5.00          | 4.00          |               |
| KING TAN               | 100         |               | 8.00          | 6.40          |
| KING WILLIAM           | 100         | 5.00          | 4.00          | 3.20          |
| LAVENDER QUEEN         | 100         | 4.00          | 3.20          |               |
| LEADING LADY           | 100         | 22.00         |               |               |
| MAID OF ORLEANS        | 100         | 4.00          | 3.20          |               |
| MARGARET BEATON        | 100         | 5.00          |               |               |
| MARGARET FULTON        | 100         | 4.00          | 3.20          | 2.60          |
| MARSIELLAISE           | 100         | 12.00         | 10.00         | 8.00          |
| MIXED EXHIBITION BULBS | 100<br>1000 | 4.00<br>46.00 | 3.20<br>28.00 | 2.60<br>22.00 |
| MOHAWK                 | 100         | 10.00         | 8.00          | 7.00          |
| MOTHER KADEL           | 100         | 6.40          | 5.00          | 4.00          |
| OLIVE MARIE BROWN      | 100         | 3.60          | 3.00          |               |
| OREGON GOLD            | 100         | 10.00         |               |               |
| PRESTIGE               | 100         | 7.60          |               |               |
| RED LIGHTNING          | 100<br>1000 | 4.40<br>40.00 | 3.60          | 3.00          |
| RED PHIPPS             | 100         | 4.40          | 3.60          | 3.00          |
| REWI FALLU             | 100         | 5.00          | 4.00          | 3.00          |
| ROMAN GOLD             | 100         | 4.00          | 3.60          | 3.00          |
| SANDRA                 | 100         | 4.40          | 3.60          | 3.00          |
| SILENTIUM              | 100         | 5.00          | 4.00          | 3.40          |
| VULCAN                 | 100         | 12.00         | 10.00         | 9.00          |
| WHITE GOLD             | 100         | 7.60          |               | 6.00          |

Cordially yours,

J. H. HEBERLING

J. S. HEBERLING

EASTON, ILLINOIS

62.23

BETTER BLOOMING BULBS

**HEBERLING'S GLADIOLUS**

CORN BELT GROWN

Incorporated

**J. H. HEBERLING** Easton, Ill., U.S.A.

(Return Postage Guaranteed if Not Delivered)

**GLADIOLUS  
BARGAINS**

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